

THE Pacific Commercial Advertiser

A MORNING PAPER.

RODERICK O. MATHESON

EDITOR

TUESDAY

OCTOBER 5

THE QUESTION OF REORGANIZATION.

Is the Republican party in this island in need of reorganization? Is it in such shape already that it can look forward confidently to the probable results of next fall's campaign? Was the result of the last campaign such as to satisfy the loyal adherents of the party?

These are the questions that Republicans on Oahu must ask themselves. If they can reason, think and look ahead, they can not fail to come to the conclusion that not only is reorganization needed, but needed very much. Republicans would be foolish to blind themselves to the facts.

The party is split into factions. Internal dissensions during the last campaign resulted in a partial defeat.

This can be made up in the next campaign if the party is put back into its old form. Now, when affairs politically are quite as peaceful as they ever will be, there seems an opportune chance to bring the majority of the factions together, eliminate some, interest others in the party welfare, and get to work.

To say that there is no need of reorganization leaves the one so stating open to suspicion, either of wishing the further confusion of the party or of being a subject for the lunacy commission.

There is no necessity at the present time to impugn the motives of those willing to commence the work. The time is early enough to uncover any side steps if the provisional campaign committee should attempt any.

The matter with the Republican party of Oahu is that too many suspect others. Unless this can be overcome and the party unite with the idea of providing this city and county with an administration that will be creditable to the party and to the people, it had better go out of business and let a new municipal party be formed from those who can provide the brains and the honest ability to manage the affairs of the community.

Honolulu is a city now; it has reached that point where it can be pushed ahead to the position which belongs to it; it has come to the time of big things and the time when every citizen should get in and work to bring these big things about. The business men must help; the mechanic must help; the laborer must help. Everybody should unite in developing the town. The Republican party, in its normal strength, can control the situation. In its present state of disruption it can not even control itself.

Let there be no more discussion concerning the necessity for reorganization; let the discussion be confined to an earnest effort to find out the best manner of reorganization and then get busy along the adopted lines.

LANDS FOR HOMESTEADS.

The announcement that the territorial administration has decided to throw open all the surveyed public lands in the Territory for settlement will be welcomed by everybody except those who expected to do something politically to the Governor. Except those who have gone deeply into the question, few realize what the land situation in this Territory is. The question has been a vexed one, one with which Governor Frear has struggled in his effort to square the good of the Territory at large with the desires of the land applicants.

There are many things to consider when the final disposition of the public lands is taken up, but few other than those in the administrative offices care to consider any of the phases of the matter other than from their own viewpoint, a viewpoint generally gained through the proddings of self-interest. We hear much glib talk on the land laws and the land situation, but little of it shows any appreciation of the real situation.

An altruistic discussion on the disposal of public lands has been something almost unknown.

What terms Land Commissioner Campbell will offer the lots on remains to be seen.

It also remains to be seen how much in earnest the numerous applicants for homestead lots for the past year have been.

READING MATTER BY THE TON.

A scene on King street, in front of the office of the Gazette company, yesterday afternoon gave proof of the desire of the people of this community to do what is possible for the boys of the Pacific fleet, providing they know what is wanted. The scene also afforded an object lesson of the value of the publicity afforded by the columns of the Advertiser.

In the Sunday issue of this paper it was announced that magazines left at the Gazette office on Monday would be sorted and delivered to the different cruisers, for the use of the sailors on their cruise. Eight hours after the paper was delivered at the homes of the citizens the magazines began to come in. People drove up in automobiles and carried packages into the editorial rooms; some came afoot, bringing what they could conveniently carry under their arms; others sent bundles down in hacks. Yesterday morning the welcome flood of literature continued, until when the time came to take it to the cruisers there was nearly three-quarters of a ton of magazines on hand.

At first, a count was made and a list of donors kept, but both had to be given up. It is estimated, however, that seven thousand periodicals were in the heap. Saturday Evening Posts were stacked up in piles of a hundred, and there were over a thousand of them alone.

Early in the day an orderly was sent to the Gazette office to help the office staff handle the publications. He was needed. Later, an officer appeared to see what was doing. When he saw the pile of reading matter, his eyes opened widely. "This will be a treat," he said. "This is something the sailors will remember a long while. You have no idea how welcome these magazines will be to the boys, and to the officers as well."

This was reward enough for the work done by the Advertiser staff and the staff of the Gazette business office. This will be the thanks of the men of the fleet to the people of Honolulu.

Magazines continue to come in. This morning there is a pile of some hundreds which will be delivered on board the British cruiser Bedford.

THE DOOM OF THE BILLBOARD.

The billboard as a means of advertising on the mainland will soon be but a memory—a nightmare—if public sentiment against it continues to increase in volume and effectiveness as it has during the past few months. Never since the American Civic Association opened its campaign for the abatement of the billboard nuisance has there been such an awakening to the fact that "the billboard is an eyesore, a nuisance, and a disgrace, and should be abolished altogether," as the Washington Herald aptly puts it.

From the east to the west, organized effort to eliminate, or regulate, the billboard, has been taking definite and effective form. Carefully prepared ordinances have been passed and others are being drawn for passage. Cincinnati recently scored against the billboard by the adoption of a building code containing elaborate provisions regulating outdoor advertising. Under that code a large number of sign spreads have been ordered down. Moreover, many advertising merchants are voluntarily abandoning the billboards. In the Far West, Portland and Seattle are grappling with the problem in an intelligent manner. In Cambridge, Massachusetts, a woman's club secured the removal of many stands by appealing to the advertisers direct. Lynchburg, Virginia, has placed a most effective ban on the billboard.

The American people believe in advertising, they read advertising, they patronize advertisers, but they are discriminating; they don't want the kind of advertising that mars scenery, that shuts out light, that depreciates adjoining property, that offers a rendezvous for neighborhood juvenile gatherings of dangerous tendencies.

If the billboard must exist, the day is not far distant when it will be a subject of municipal, state and federal regulation. It will be regarded as a revenue-producing structure, assessed and taxed accordingly; it will not be permitted to exist as a menace to health. The property rights of the man who does not believe in billboards and refuses to grant space on his own lands for their erection, will be regarded. No amount of seductive offers of the billboard owners, such as free space for laudable work like the exploitation of preventive measures against tuberculosis, as recently made to the National Association for the Study and Prevention of Tuberculosis, will stem the tide of popular disapproval of the billboard. The opposition is strong, and it is growing.

If the city ordinance regarding the digging up of streets is not a hold-up of the new telephone company, let the supervisors pass it to take effect six months or a year from now. The streets are being dug up no more at the present time than they have always been. We have stood it for some time and can get along under it for a short time longer. The city can stand delay in the matter much better, at any rate, than they can stand delay in the improving of the telephone service.

Letters From the People

THE DOG NUISANCE.

Editor Advertiser: Your strong protest against the dog nuisance, in a recent issue, seems to have fallen on deaf ears, for I have waited in vain several days for expressions of opinion from your readers on the subject, and for some action on the part of those to whom the peace and comfort of law-abiding citizens are confided. This seeming apathy on the part of thousands who are suffering from a loss of that "sleep that knits up the raveled sleeve of care," and is so much needed for the coming day's strenuous work, can, it appears to me, only be accounted for by that dislike for the drudgery of writing which seems to be inherent in human nature. Boswell tells us that the great doctor could not overcome this inertia but by a supreme effort, and humanity has changed little since his day. But a people are only fitted for that freedom, or its opposite, which they obtain by their character.

Do you think, sir, that for even one week the people of New England or Canadian villages, towns or cities, would tolerate conditions which are peculiar to the primitive lives of gypsies or tented villages in Arabia? No! "let the galled jade wince," for our dogs, and sidewalks, and cesspools, are good enough for us else they would have long since disappeared into that limbo where they have gone in every well-regulated modern community. Is it not monstrous that a center which is destined to become the most important point in the world's commerce, and that shortly, should be likened by its most important organ, to the most effete and corrupt city in Europe? We just lack three things to make the comparison perfect, the "cord," the "sack," and the Bosphorus.

Those are the things that "soil our addition" and make us laughed at by the thousands who have come through the efforts of the Promotion Committee, and have gone again in disgust to publish our shortcomings to prospective tourists and homeseekers.

In conclusion permit me to add that, as Mr. Castle said with reference to the late disgraceful open Sunday, if the saloonkeepers are really working for prohibition, our officials are none the less doing all they can to bring about government by commission for Honolulu, if not for Hawaii generally.

ANTHONY LOFTUS.

WHAT THE MATTER IS?

Editor Advertiser: Last week I suggested to the Promotion Committee that they follow the example of the San Francisco Examiner and offer a prize to the school children for their catch phrase.

Older heads seem to have given it up. Perhaps the sight of the new temporary cruiser Honolulu was too much for them. Too bad, some one did not lasso it and carry it off to the Bishop Museum to protect that institution from microbes.

We are howling for more ships. The trouble is we do not howl in unison. A few get off in one corner and shout like a couple of mynah birds over a stale loaf, and the tourist proposition seems to be that loaf.

It seems we are not able to take care of ourselves. Why drag the unsuspecting tourists' attention to our dry Sundays, lack of accommodation, bad sidewalks (Nuuanu avenue in particular), the high price of meats and servants, not forgetting rents and a ten-minute car service?

One should remember that a man can not thrive on a bunch of bananas and the odor of a lei thrown around his neck.

EDWARD TALBOT.

BYSTANDER SCHEME APPROVED.

Editor Advertiser:—In reading the Sunday paper today I was struck with the excellent suggestion of The Bystander in regard to our servant problem. We have a problem now, but it was not always so.

I have had a number of servants of different nationalities who have stayed with me for periods varying from five years to half a day, almost all of whom have departed with as little ceremony as they came. One way of "giving notice" I have experienced is to stay away for two or three days, without warning, and then come back for their money and tell me they are going to work "other place."

If The Bystander's plan would make them give a little more notice it would be splendid, as I am always good to my servants, and do not think I have deserved the treatment from them I have sometimes had. There is another phase of the servant question which did prove annoying for a while. An employment agent brings me a very green boy who tells me he "wants to stop long time." As the boy seems willing and anxious to learn I spend a great deal of my time teaching him how to do things my particular way. Just as I feel he is capable of taking some responsibility and I can give my time to other household matters which I have had to neglect on account of having to teach the boy, he suddenly leaves me and the employment agent appears with another as green as the first. It took me some little time to realize I was being made use of, and now I try to employ none but old servants who come with a reference, however this is not always possible as their pronunciation of American names is slightly different from our.

I hope The Bystander (whom I do not always approve) will succeed in awakening sufficient interest in this matter as I sincerely believe every housekeeper in Honolulu will welcome the plan.

HOUSEKEEPER.

October 4.
Mamma—Edgar, didn't I tell you not to take any more preserves from the jar? Edgar—Yes, ma, Mamma—Then, if you wanted some, why didn't you ask for them? Edgar—"Cause I wanted some.—Modern Society.

DANGER!!

City Water is Impure!

DRINK Tansan WATER

5c

Large Glass



Hollister
Drug
Company



OUR STOCK
:: OF ::

RICH CUT GLASS

IS THE LARGEST AND FINEST IN THE CITY—HAWKE'S CUT GLASS STANDS PRE-EMINENTLY AHEAD OF ALL OTHERS. BEING HAND FINISHED IT DOES NOT LOSE ITS LUSTER AFTER YEARS OF USE. THE DESIGN AND EXECUTION OF EACH PIECE IS PERFECT.

VISIT OUR ART DEPARTMENT, WE WILL BE PLEASED TO HAVE YOU INSPECT OUR NEW GOODS.

H. F. Wichman & Co.,
—LIMITED—
LEADING JEWELERS

You Could

Use a charcoal iron or an ordinary flat iron heated over a fire

But You Wouldn't

If you had ever tried an electric iron.

THE HAWAIIAN ELECTRIC CO., LTD.

Summer Weather

creates a demand for toilet waters and perfumes.

Hudnuts

are used by particular persons because they are delicate and dainty. Our supply is large.

Benson, Smith & Co., Ltd.

Fort and Hotel Streets.

You Are Looking for an Office!

Then you should inspect those in the

Boston and Judd Buildings

Nothing finer in Honolulu for accessibility, convenience and surroundings. Thoroughly up-to-date and service first-class in all particulars.

REAL ESTATE DEPARTMENT

Hawaiian
Trust
Co., Ltd
923 FORT STREET

The Yokohama Specie Bank, Ltd.

Capital (Paid up).....Yen 24,000,000
Reserve Fund.....Yen 15,940,000

HEAD OFFICE, YOKOHAMA.

The bank buys and receives for collection bills of exchange, issues Drafts and Letters of Credit, and transacts a general banking business. The Bank receives Local Deposits and Head Office Deposits for fixed periods.

Local Deposits \$25 and upwards for one year at rate of 4% per annum.

Head Office Deposits Yen 25 and upwards for one-half year, one year, two years or three years at rate of 5 1/2% per annum.

Particulars to be obtained on application. Honolulu Office—67 S. King Street. P. O. Box 168.

M. TOKIEDA, Manager.

MONEY being every traveler's first necessity, it is extremely important that his funds be in a form which is at once

The Safest
Most Available
Most Convenient and
Most Economical.

American Bankers Association Travelers' Cheques fulfil all the requirements, and constitute what has been appropriately called

"The Perfect International Money"

Let us tell you about them.

Bank of Hawaii, Ltd.

Capital and Surplus, \$1,000,000.00

CONSTRUCTION OF MAGAZINE AT FORT SHAFTER, H. T. Office Constructing Quartermaster, Honolulu, Sept. 26, 1909.—Sealed proposals in triplicate will be received at this office until 10 a. m., Oct. 27, 1909, and then opened for the construction of a magazine at Fort Shafter, H. T., as per plans and specifications on file in this office, a copy of which can be procured by depositing a sum of ten (10) dollars, until the return of same. Envelopes should be endorsed "Proposals for Construction of Magazine" and addressed to M. N. Falls, Captain and Quartermaster, U. S. A., Constructing Quartermaster. 8466—Sept. 27, 28, 29, 30, Oct. 25, 26

THIS PAPER is kept on file at THE DAKE ADVERTISING AGENCY, INC., 427 South Main St., Los Angeles, and 12 Geary St., San Francisco, where contracts for advertising can be made for it.

Navy Men

Will please note that

The Best Cafe

is "The Alexander Young"—Hotel-street corner of the Young Hotel building.

OPEN from 6 a. m. to 11:30 p. m.

Sunday Advertiser